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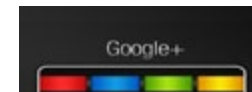
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Writing about Ourselves: the Organization

December 16th, 2008



Every year, corporates are providing billions of dollars in funding to NGOs!
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New individuals working on [proposals](#) in a particular [NGO](#) may face problems in writing about organizational background. They prefer to just copy previous information into this particular section of the [proposal](#). However, this information may be sometimes outdated. You may have forgotten to add an



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important NGO activity.

Besides, many times, there are facts about our [organizations](#) which we ourselves are unaware of. We do quite a lot of [research](#) on the beneficiaries and the [donor](#) agency while writing the proposal, but we hardly see the necessity of researching our own [organization](#) to present the best picture of our institution to the donor.

To ensure that there is thorough knowledge about the organization in the proposal, it is important not only to copy information from previous documents, but also carry out discussions with colleagues about the project.

The SWOT tool comes handy here when we sit with our colleagues and find out the Strengths, Weaknesses, Opportunities and Threats of the organization. Once this framework is ready, it will be quite easy for us to write the proposal and answer the sharp questions of any proposal format.

SWOT

Strengths	
Weaknesses	
Opportunities	
Threats	

[Introduction.....Challenges in Proposal Writing.....Before Writing a Proposal.....Writing about the Organization.....The Actual Proposal.....Problem Statement & Project Rationale-1.....Problem Statement & Project Rationale-2.....Project Goal.....Project Objectives... ..Strategies & Activities.....Performance Indicators.....Results.....Monitoring & Evaluation.....Budget & Proposal Packaging](#)

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How to raise Funds from the European Commission

Date: Sept. 24, 2012 Timings: 1:00 PM – 2:30 PM GMT

Social Media: Using Facebook and More to Sell Your Mission

Date: Sept. 25, 2012 Timings: 7:00 PM – 8:30 PM GMT



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Funds for NGOs

Resource Guide: Questions Answered on How to Write Proposals – A Basic Guide on Proposal Writing for NGOs

July 2012

This resource guide was created in collaboration with Philantropia Inc. Philantropia Inc., an international fundraising consulting firm, helps organizations around the world to more effectively raise funds. <http://www.philantropia.org>

Videos

- How to raise Funds for Human Rights Projects
- How to raise Funds for Women's & Girls' Issues
- Writing a Winning Concept Note for the European Commission Funding
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